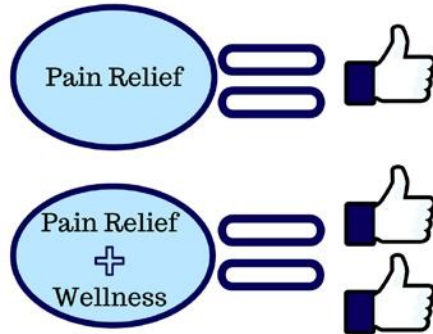


Is Back Pain Relief The Only Service You Provide?

By Dr. Kevin Pallis



Ask anyone on the street what does a Chiropractor do and you will get a predictable response. But is it accurate? Pain and symptom relief are, of course, a part of Chiropractic, but what about difficult cases, kids, wellness, and corrective care? Far too many DCs are stuck with a narrow, limited model of practice.

Today's Millennials and Gen X's insist on solutions to their children's health challenges. They will do whatever it takes and will participate in Chiropractic care, inside or outside of insurance. Offering care above and beyond pain relief not only helps patients achieve higher levels of health, the economics are also more satisfying.